## WDAF - TV - Issue Ad Public File Checklist

1.	Missourians for HE	ALTH AND EDUCATION
	Name of Sponsoring Organization	
2.	Accepted: Rejected: (mark	one)
3.	Class of Time: /55 CLE	
4.	Flight dates and times	
	Flight dates and times	
5.	get one	
6.	Rate charged    CRACIO TAX	
	Description of Issue	
6.	PO BOX 412887	KANSAS City Mo 6414
	Address of Sponsoring Organization	
7.		
1.	Telephone Number of Sponsoring Organization	Email Address
8.	ANDREW Wilson	TRES
	Sponsor's Officers/Directors/Executive Committee	
9.		
	Description of substantiation provided (if any)	
10.	Proper Sponsorship Identification: Yes	No
	JAKL	4/23/12
Name		Date



## ORDER

Flight Dates 10/16/12-10/22/12

Order Sep 00:15:00

**Product** Estimate # 2136

MO 4 HEALTH AND EDU Alt Order # 09793021 Contract / Revision 568701

Original Date / Revision Billing Type Cash Agency Com 15%

08/15/12 08/15/12 Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC Advertiser Mo 4 Health & Education

650 Massachusetts Ave NW Billing Calendar BROADCAST Suite 210

Demographic A35+ Washington, DC 20001 Agency **Buying Time LLC** 

Rev Codes SP-POL PLI POL **Buying Contact** 

Sales Office DC-M Product Codes PL2C Sales Region NAT **Priority** 650 Massachusetts Ave NW

Agency Ref Advertiser Ref Suite 210 Washington, DC 20001

**Primary Account Executive** Dan Driscoll

Dan Driscoll

Account Executive Order% Start Date End Date 100%

Order Share 30% Market Value 132666

> Competing Station % of Order Amount **KCPT** % 0 **KCTV** 12% 15920 **KCWE** % 0 **KMBC** 34% 45106 KMCI % 0 **KPXE** % 0 **KSHB** 24% 31840 **KSMO** % 0

**Order Totals** Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 38 0.00 10/01/12 \$33,830.00 \$39,800.00 10/22/12 \$33,830.00 \$39,800.00 Totals 38 \$33,830.00 \$39.800.00 0.00

												Tota	ıls
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	10/16/12	10/16/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	-T	:30	1	\$300.002	0.00 NM	1	\$300.00
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We	_	art <u>Date</u> /15/12	End Date 10/21/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 2	4	10/17/12	10/17/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	W	:30	1	\$300.002	0.00 NM	1	\$300.00
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F	OX N	ews											
We			End Date 10/21/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						



Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

<u>Order Sep</u> 00:15:00

Print Date: 08/15/12

	4	10/10/1			Break	Otto Curio	Time Days	Len S	puta	Nate Fil	Rtg Type	Spots	Amount
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				M-F 530-6a					•	\$000.00 <i>L</i>	0.00 11111		φ500.00
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E 6			10/28/12 2 10/16/12	M	7	\$300.00	0.00						
ı U	7	10/10/1	2 10/10/12	M-F 6-7a	CM-AII	6-7a	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
FC	OX New	/S		0 7 4									
	Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ı		
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E 7	4 1	10/17/1	2 10/17/12		CM-All	6-7a	W	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
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h 12.	7 1	U/   //  2	2 10/1//12	7-8a		7-8a (7:00 AM-8:0	W	:30	1	\$825.001	0.00 NM	1	\$825.00
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	c: 10/15		10/21/12	W		\$825.00	0.00				[		
E 13	4 1	0/18/12	2 10/18/12				T	:30	1	\$825.00 1	0.00 NM	1	\$825.00
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FO:	X News	;											



Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 08/15/12/ 08/15/12

Order Sep 00:15:00

Print Date: 08/15/12

Ln Ch	Start	End	Inventory Code			Гіте Days				Rtg Type	Spots	Amount
E14 4	10/19/1	2 10/19/12	M-F 7-9a 7-8a	CM-Alf	7-8a (7:00 AM-8:	F 00 AM)	:30	1	\$825.001	0.00 NM	1	\$825.0
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	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
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FOX N	lews		7-0a		(1.00 MW-0.1	OO AWI)						
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	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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E 17 4	10/17/1	2 10/17/12	M-F 5-6p	CM-All	5-530p	W	:30	1 \$1	1,000.001	0.00 NM	1	\$1,000.00
Maura			5-530p		(5:00 PM-5:	30 PM)						
News	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	W		\$1,000.00	0.00				Ī		
E 18 4	10/18/1	2 10/18/12	M-F 5-6p			T	:30	1 \$1	1,000.001	0.00 NM	1	\$1,000.00
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News	and Dada	Food Date	Marie Indexes	0	m	<b></b>						
<u>51</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
= 19 4		2 10/19/12			5-530p	F	:30	1 \$1	1,000.001	0.00 NM	. 1	\$1,000.00
			5-530p		(5:00 PM-5:3	•	.00	. Ψ	1,000.00	0.00 / 1111	•	φ1,000.00
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	art Date	End Date	<u>Weekdays</u> F	Spots/Week		Rating						
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220 4	10/22/1	2 10/22/12	5-530p		5-530p (5:00 PM-5:3		:30	1 \$1	1,000.001	0.00 NM	1	\$1,000.00
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-	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
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∃21 4	10/16/1	2 10/16/12	M-F 5-6p 530-6p		530-6p (5:30 PM-6:0	-T	:30	1 \$1	1,000.001	0.00 NM	1	\$1,000.00
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23 4	10/18/12	2 10/18/12	M-F 5-6p	CM-AII	530-6p	T	:30	1 \$1	,000.001	0.00 NM	1	\$1,000.00
<b>K</b> )			530-6p		(5:30 PM-6:0	00 PM)						
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News			•		•	•				I		



Flight Dates 10/16/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 08/15/12/ 08/15/12

Order Sep 00:15:00

Ln Ch	Cinul	الما	lavantas Oada	D1-	01-25-17	<i>,,</i> ,				Tota	
E24 4		End	Inventory Code			Time Days			Rtg Type \$	Spots	Amount
E 24 4	. 10/19/	12 10/19/12	M-F 5-6p 530-6p	CIVI-AII	530-6p (5:30 PM-6:	~~F ^^ PM)	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
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E 25 4	10/15/12	10/21/12 12 10/22/12	F M-F 5-6p		\$1,000.00	0.00		4 04 000 00 4			
1 ZJ **	10/22/	12 10/22/12	м-г э-ор 530-6р	CIVI-AII	530-6p (5:30 PM-6:6	M (MP 00	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
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£20 7	10/10/	12 10/10/12	M-F 6-630p	Civi-All	o-esob	-T	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
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E 29 4	10/15/12	10/21/12 2 10/19/12	T		\$1,440.00	0.00					
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E 31 4	10/22/12	10/28/12 2 10/16/12	M	······································	\$1,440.00	0.00		4 04 000 00 4			
E31 4	10/10/1	2 10/10/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:3	-T	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
News	}				(0.00 ) 141 0.0	,					
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E 32 4	10/15/12	10/21/12	-T		\$1,800.00	0.00					
E 32 4	10/17/1	2 10/17/12	9-930p		9-930p (9:00 PM-9:3	W 0 PM)	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
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	Start Date	End Date		Spots/Week	Rate	Rating					
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	Start Date	End Date		Spots/Week	Rate	Rating					
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LUT 4	10/10/1	2 IU/18/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:3	F 0 PM)	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
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Page 5 of 5

Contract / Revision

568701

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU Estimate # 2136

Ln C	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Spot	s Rate Pri	Rtg Type	Tota	als Amount
E 34	4		2 10/19/12	M-F 9-10p		9-930p	F	:30	1 \$1,800.001	0.00 NM		\$1,800.00
				9-930p		(9:00 PM-9:	30 PM)		, 47,000.00	0.00 11111	· '	\$1,000.00
Nε	ews			•		(	,					
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Wee	k: 10/	15/12	10/21/12	F	1	\$1,800.00	0.00					
E 35	4	10/22/1	2 10/22/12	M-F 9-10p	CM-AII	9-930p	M	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
				9-930p		(9:00 PM-9:	30 PM)		•			
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		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					
Wee	k: 10/	22/12	10/28/12	M	1	\$1,800.00	0.00					
E 36	4	10/20/1	2 10/20/12	Sa 7-9a	CM-All	Sa 7-9a	S-	:30	1 \$800.001	0.00 NM	1	\$800.00
				Sa 7-9a								
Ne	ews											
		<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	k: 10/	15/12	10/21/12	S-	1	\$800.00	0.00					
E 37	4	10/21/1	2 10/21/12	Su 5-6p	CM-All	5-6p	S	:30	1 \$375.001	0.00 NM	1	\$375.00
				Su 5-6p								
Ne	ews.											
	*************	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
		15/12	10/21/12	S	1	\$375.00	0.00					
E 38	4	10/21/1	2 10/21/12	Su 9-10p	CM-All	9-10p	S	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
ki-				Su 9-10p								
IN€	ws	D	e	144 3 1								
Mest	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
vveel	k: 10/	15/12	10/21/12	5	1	\$1,800.00	0.00					
										Totals	00.0	20 200 00

Totals 38 \$39,800.00

## WDAF-TV

Contract / Revision

568691

Order%

## ORDER

Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00 Product Estimate # 2135

MO 4 HEALTH & EDUC Alt Order # 09793023

Original Date / Revision Billing Type Cash Agency Com 15% 08/15/12 08/15/12 Order Type **GENERAL** 

**Billing Contact** Billing Cycle EOM/EOC Advertiser Mo 4 Health & Education

650 Massachusetts Ave NW Billing Calendar BROADCAST Suite 210 Demographic A35+

Washington, DC 20001 Agency Buying Time LLC Rev Codes SP-POL PLI POL **Buying Contact** 

Sales Office DC-M Product Codes PL2C Sales Region NAT Priority 1

650 Massachusetts Ave NW Agency Ref Suite 210 Advertiser Ref Washington, DC 20001

Start Date

Primary Account Executive Dan Driscoll

Account Executive

Dan Driscoll 100% Order Share 30% Market Value 132666

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 12% 15920 **KCWE** % n **KMBC** 34% 45106 KMCI % 0 **KPXE** % 0 **KSHB** 24% 31840 **KSMO** % 0

**Order Totals Billing Plan** Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 31 \$27,569.75 \$32,435,00 0.00 10/01/12 10/28/12 \$27,569,75 31 \$32,435.00 November 2012 7 \$6,260.25 \$7,365.00 0.00 10/29/12 10/29/12 7 \$6,260.25 \$7,365.00 Totals 38 \$33,830.00 \$39,800.00 0.00

1 - 01	<b>.</b>	, m									Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E1 4	10/23/12	10/23/12	M-F 530-6a	CM-All	530-6a	-T	:30	1	\$300.002	0.00 NM	1	\$300.00
50V N			M-F 530-6a									
FOX New	VS											
<u>Start</u>	Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/2:	2/12	10/28/12	-Т	1	\$300.00	0.00				1		
E 2 4	10/24/12	10/24/12	M-F 530-6a	CM-All	530-6a	W	:30	1	\$300.002	0.00 NM	1	\$300.00
			M-F 530-6a						,		·	4000.00
FOX New	/\$											
<u>Start</u>	Date E	nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				l		
Week: 10/22	2/12 1	0/28/12	W	1	\$300.00	0.00				1		
E 3 4	10/25/12	10/25/12	M-F 530-6a	CM-All	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.00
			M-F 530-6a						,	***************************************	•	Ψ000.00
FOX New	/S									- 1		
Start	<u>Date</u> <u>E</u>	End Date	Weekdays	Spots/Week	Rate	Rating						

Page 2 of 5



568691 Flight Dates 10/23/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 08/15/12/ 08/15/12 <u>Order Sep</u> 00:15:00

Ln Ch	Start	End	Inventory Code	Brook	Start/End	Time Days	Len Sp	2010	Dota Dai	D4= T	Tot	_
E 3 4			M-F 530-6a		530-6a				Annual Control of the	Rtg Type		Amount
L 0 4	10/23/	12 10/25/12	M-F 530-6a	CIVI-MII	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.00
FOX	News											
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>				I		
Week: 1		10/28/12	T	1	\$300.00	0.00						
C 4 4	10/20/	12 10/20/12	M-F 530-6a M-F 530-6a	CIVI-AII	530-6a	F	:30	1	\$300.002	0.00 NM	1	\$300.00
FOX I	News											
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1		10/28/12	F	1	\$300.00	0.00						
E 5 4	10/29/1	12 10/29/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	M	:30	1	\$300.002	0.00 NM	1	\$300.00
FOX I	News											
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1		11/04/12	M	1	\$300.00	0.00						
E 6 4	10/23/1	2 10/23/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
FOX I	Vews		W-1 0-7 a									
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1		10/28/12	-T		\$1,000.00	0.00						
E 7 4	10/24/1	2 10/24/12	M-F 6-7a M-F 6-7a	CM-AII	6-7a	W	:30	1	\$1,000.001	M/ 00.0	1	\$1,000.00
FOX N	Vews		W-F 0-7a							l		
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1		10/28/12	W		\$1,000.00	0.00	·····					
E 8 4	10/25/1	2 10/25/12	M-F 6-7a	CM-AII	6-7a	1	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
FOX N	News		M-F 6-7a									
<u>S</u> :	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1		10/28/12	T	1	\$1,000.00	0.00						
E 9 4	10/26/1	2 10/26/12		CM-All	6-7a	F	:30	1 :	\$1,000.001	0.00 NM	1	\$1,000.00
FOX N	lews		M-F 6-7a									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/22/12	10/28/12	F	1	\$1,000.00	0.00						
E 10 4	10/29/1	2 10/29/12	M-F 6-7a	CM-All	6-7a	M	:30	1 :	\$1,000.001	0.00 NM	1	\$1,000.00
FOX N	lews		M-F 6-7a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/29/12	11/04/12	M		\$1,000.00	0.00						
E 11 4	10/23/1	2 10/23/12			7-8a		:30	1	\$825.001	0.00 NM	1	\$825.00
FOX N	laws		7-8a		(7:00 AM-8:0	0 AM)						
		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	-T		\$825.00	0.00						
E 12 4	10/24/1	2 10/24/12		CM-All		W	:30	1	\$825.001	0.00 NM	1	\$825.00
FOX N	lewe		7-8a		(7:00 AM-8:0	0 AM)						
		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Week: 10		10/28/12	W		\$825.00	0.00						
E 13 4	10/25/12	2 10/25/12	M-F 7-9a	CM-Ail		T	:30	1	\$825.001	0.00 NM	1	\$825.00
FOX N	loves		7-8a		(7:00 AM-8:0	0 AM)						
FOX N	10W3									1		

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568691 Flight Dates 10/23/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 08/15/12/ 08/15/12 <u>Order Sep</u> 00:15:00

Ln Ch Start	End	Inventory Code	Break	Start/End T	īme Days	len Sn	oots	Rate Pri	Rtg Type	Tota	als Amount
E 13 4 10/25/12	2 10/25/12	_	CM-All		T	:30	1	\$825.00 1	0.00 NM	1	\$825.00
		7-8a		(7:00 AM-8:0	•	.00	•	<b>4</b> 020.00 1	0.00 1111	•	ψ025.00
FOX News											
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1		Rating						
	2 10/26/12		CM-AII		0.00	:30		\$825.001	0.00 NM		ድዕብር ዕዕ
C 17 7 10/20/12	- 10/20/12	7-8a	OW-740	7-0a (7:00 AM-8:0	•	.30	ı	φο23.00 I	0.00 NM	1	\$825.00
FOX News				(	,						
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/22/12	10/28/12	F	<u>`</u>	\$825.00	0.00						
E 15 4 10/29/12	2 10/29/12	w-r 7-9a 7-8a	CM-AII	7-8a (7:00 AM-8:0	 ΜΑ Ω(	:30	1	\$825.001	0.00 NM	1	\$825.00
FOX News		, 64		().00 ANI-0.0	70 AW)						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	M	····	\$825.00	0.00	····					
E 16 4 10/23/12	2 10/23/12	M-F 5-6p		5-530p	-T	:30	1 5	\$1,000.001	0.00 NM	1	\$1,000.00
News		5-530p		(5:00 PM-5:3	SU PIVI)						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	-T		\$1,000.00	0.00						
E 17 4 10/24/12	2 10/24/12	•		5-530p		:30	1 \$	\$1,000.001	0.00 NM	1	\$1,000.00
News	•	5-530p		(5:00 PM-5:3	80 PM)						
	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/28/12	W		\$1,000.00	0.00						
E 18 4 10/25/12	10/25/12	M-F 5-6p	CM-AII		T	:30	1 \$	\$1,000.001	0.00 NM	1	\$1,000.00
M		5-530p		(5:00 PM-5:3	80 PM)						
News Start Date	End Date	Mockdovo	Cnoto Allonia	Data	Detine						
Week: 10/22/12	10/28/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
E 19 4 10/26/12		M-F 5-6p		5-530p		:30	1 \$	\$1,000.001	0.00 NM	1	\$1,000.00
		5-530p		(5:00 PM-5:3				,		•	<b>4</b> 1,000.00
News											
	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
	10/29/12			5-530p	M	:30	1 0	61,000.001	0.00 NM	1	£4 000 00
10 4 10,20,12	10/20/72	5-530p		(5:00 PM-5:3		.50	Ιψ	71,000.001	U.UU INIVE	'	\$1,000.00
News		·		•	,						
	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	11/04/12	M		\$1,000.00	0.00						
E 21 4 10/23/12	10/23/12	м-г 5-6р 530-6р		530-6p (5:30 PM-6:0	-T	:30	1 \$	31,000.001	0.00 NM	1	\$1,000.00
News		300-ор		(5.501 101-0.0	O F Wij						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	10/28/12	-T	·	\$1,000.00	0.00						
E 22 4 10/24/12	10/24/12	•		530-6p	W	:30	1 \$	1,000.001	0.00 NM	1	\$1,000.00
News		530-6p		(5:30 PM-6:0	u PM)				İ		
	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	10/28/12	W		\$1,000.00	0.00						
E 23 4 10/25/12	10/25/12	•		530-6p	T	:30	1 \$	1,000.001	0.00 NM	1	\$1,000.00
Nave		530-6p		(5:30 PM-6:0	0 PM)				ļ		
News									I		

Hiatus Dates

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568691 Flight Dates 10/23/12-10/29/12

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:15:00

Print Date: 08/15/12

Ln	Ch	Start	End	Inventory Code	Prople	Ctoot/End T	Time Davis	l 0-		D	Tota	_
E 23	4		2 10/25/12	Inventory Code			ime Days	· ·		Rtg Type		Amount
E 23	4	10/25/1	2 10/25/12	M-F 5-6p 530-6p	CIVI-AI	530-6p (5:30 PM-6:0	T 10 PM)	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
٨	lews			30 <b>2</b> 3p		(0.001 W 0.0	JO 1 (VI)					
10/-	***************************************	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
E 24	ек: 11 4	0/22/12	10/28/12 2 10/26/12	T		\$1,000.00	0.00					
L 24	4	10/20/1	2 10/20/12	M-F 5-6p 530-6p	CIVI-AI	530-6p (5:30 PM-6:0	F 10 PM)	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
N	lews			ې.		(0.00 / 111 0.0	70 ( III)			1		
		tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
		0/22/12	10/28/12	F	···	\$1,000.00	0.00					
E 25	4	10/29/1	2 10/29/12		CM-AII	530-6p	M	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
N	lews			530-6p		(5:30 PM-6:0	JU PIVI)					
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Wee	ek: 10	0/29/12	11/04/12	M	1	\$1,000.00	0.00					
E 26	4	10/23/1	2 10/23/12	M-F 6-630p	CM-All	6-630p	-T	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
N	lews			M-F 6-630p								
14		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Wee		0/22/12	10/28/12	-T		\$1,440.00	0.00					
E 27	4	10/24/1	2 10/24/12	M-F 6-630p		6-630p	W	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
				M-F 6-630p		•			4 4 7 1 7 2 1 2 2 1	0,00 1		Ψ τ, τ το.σσ
N	ews		En al Parte	184	O					ĺ		
\/\e	_	<u>art Date</u> )/22/12	End Date 10/28/12	Weekdays w	Spots/Week	<u>Rate</u> \$1,440.00	Rating 0.00					
E 28	4		2 10/25/12	M-F 6-630p		6-630p	T	:30	1 \$1,440.001	0.00 NM	4	P4 440 00
	•	10/20/11	0,_0,,_	M-F 6-630p	OWN	0-000p	(	.30	I \$1,440.00 I	0.00 NM	1	\$1,440.00
N	ews			·								
147		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating			l		
		)/22/12	10/28/12	T		\$1,440.00	0.00					
E 29	4	10/26/12	2 10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	F	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
N	ews			W-1 0-000p						1		
	St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Wee	k: 10	/22/12	10/28/12	F	1	\$1,440.00	0.00					
E 30	4	10/29/12	2 10/29/12	M-F 6-630p	CM-All	6-630p	M	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
Ni	ews			M-F 6-630p								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Wee		/29/12	11/04/12	M		\$1,440.00	0.00			İ		
E 31	4	10/23/12	2 10/23/12	M-F 9-10p	CM-All	9-930p	-T	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
				9-930p		(9:00 PM-9:3	0 PM)					
Ne	ews C+	art Data	End Date	Montoleum	Constantition at	D-4-	m - H					
Wee		art <u>Date</u> /22/12	10/28/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00					
E 32	~~~~~		10/24/12	M-F 9-10p		9-930p	W	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
				9-930p		(9:00 PM-9:3		.00	1 \$1,000,00 P	O.OO INIVI	1	φ1,000.00
N€	ews						•					
			End Date		Spots/Week	Rate	Rating					
E 33	4 4	10/25/12	10/28/12	W		\$1,800.00	0.00	.00	4 64 000 004		_	<b>.</b>
⊏ 33	4	10/20/12	10/25/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:3	T (PM)	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
Ne	ews			- 500p		(0.001 101-0.0)	O 1 191/					
										•		



Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

<u>Order Sep</u> 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2135

	01	<b>.</b>										Tota	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	ots	Rate Pri	Rtg Type	Spots	Amount
E 33	4	10/25/1	2 10/25/12		CM-All	9-930p		:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
A.	lews			9-930p		(9:00 PM-9:	30 PM)						
11		art Date	End Date	Maskdaya	Contadatant	Data	D-6						
We		/22/12	10/28/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1.800.00	Rating 0.00						
E 34	4		2 10/26/12			9-930p	F	:30		\$1,800,001	0.00.1114		******
- • ·	·	10.20, 1	L 10/20/12	9-930p		(9:00 PM-9:	•	.30	J	\$1,800.001	0.00 NM	1	\$1,800.00
N	lews					(0.00 1 101 0,	30 ( 101)						
	Sta	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 10	22/12	10/28/12	F	1	\$1,800.00	0.00						
E 35	4	10/29/1	2 10/29/12	· · · · · · · - · - · - · - · - · - · -		9-930p	M	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
<b>.</b>				9-930p		(9:00 PM-9:	30 PM)						
N	ews	rt Doto	End Data	1671-7	O	<b>5</b> /	· .						
۱۸/۵	<u>عند</u> ek: 10/	rt <u>Date</u> 29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,800,00	Rating 0.00						
E 36	4		2 10/27/12			\$1,000.00 Sa 7-9a				0000000			
2.00	7	10/2//1	& 101Z111Z	Sa 7-9a	CIVI-AII	Sa /-9a	S-	:30	1	\$800.001	0.00 NM	1	\$800.00
N	ews			ou i ou							1		
	<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/	22/12	10/28/12	S-	1	\$800.00	0.00						
E 37	4	10/28/12	2 10/28/12	Su 5-6p	CM-All	5-6p	S	:30	1	\$375.001	0.00 NM	1	\$375.00
.,				Su 5-6p									• • • • • • • • • • • • • • • • • • • •
N-	ews	10.4	E 15.										
Mod	<u>5ta</u> /10 sk:		End Date 10/28/12	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
E 38	4				7	\$375.00	0.00		···				
€ 30	*	10/20/12	2 10/20/12	Su 9-10p Su 9-10p	CM-All	9-10p	S	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
N	ews			Ou 3-10p									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 10/	22/12	10/28/12	S		\$1,800.00	0.00						
						# (		***************************************			Totale	20 61	0.000

Totals 38 \$39,800.00 Agency Ref

Flight Dates 10/30/12-11/05/12

Print Date

08/15/12

Page 1 of 5

Order Sep 00:15:00 **Product** Estimate # 2134 MO 4 HEALTH & EDUC Alt Order # 09793026 Billing Type Cash Agency Com 15% Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC 650 Massachusetts Ave NW Billing Calendar BROADCAST Suite 210 Demographic A35+ Washington, DC 20001 SP-POL PLI Rev Codes POL Sales Office DC-M Product Codes PL2C Sales Region NAT **Priority** 1

Advertiser Ref

650 Massachusetts Ave NW Suite 210

Advertiser Mo 4 Health & Education

**Buying Time LLC** 

Washington, DC 20001

Contract / Revision

Agency

**Buying Contact** 

Original Date / Revision

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

568689

08/15/12 08/15/12

Order Share 30% Market Value 138166

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	16580
KCWE	%	0
KMBC	34%	46976
KMCI	%	0
KPXE	%	0
KSHB	24%	33160
KSMO	%	0

**Order Totals** Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount November 2012 40 \$35,232,50 \$41,450.00 0.00 10/29/12 11/05/12 \$35,232.50 40 \$41,450.00 Totals 40 \$35,232.50 \$41,450.00 0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	ls Amount
E 1	4	10/30/12	2 10/30/12	M-F 530-6a	CM-All	530-6a	-T	:30	1	\$300.002	0.00 NM	1	\$300.00
	EOV N			M-F 530-6a									
	FOX N												
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/	/29/12	11/04/12	-T	1	\$300.00	0.00						
E 2	4	10/31/12	2 10/31/12	M-F 530-6a	CM-All	530-6a	W	:30	1	\$300.002	0.00 NM	1	\$300.00
				M-F 530-6a						7000,002	0.00 ( 111.	•	φοσο.σσ
	FOX No	ews											
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				ļ		
W	eek: 10/	/29/12	11/04/12	W	1	\$300.00	0.00						
E 3	4	11/01/12	2 11/01/12	M-F 530-6a	CM-All	530-6a	~T	:30	1	\$300.002	0.00 NM	1	\$300.00
				M-F 530-6a					•	ψ000.00 L	0.00 14111	•	Ψ500.00
	FOX Ne	ews											
	Sta	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
W	eek: 10/	/29/12	11/04/12	T	1	\$300.00	0.00						



Flight Dates 10/30/12-11/05/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/15/12/ 08/15/12

Order Sep 00:15:00

E 4	Ln Ch Sta	nt End	Inventory Code	e Break	Start/End	Tìme Days	Len S	oots Rate Pri	Rtg Type \$	Tota Spots	als Amount
FOX News   Start Date   End Date   Weekdays   SpotsWeek   Rate   Rating	E 4 4 11/0	2/12 11/02/12					`				
Start Date   End Date   Weekings   SpotsWeek   Rate   Rating   Start Date   Start	EOV Mouro		M-F 530-6a								
Mesek: 10726/12   11/105/12   11/105/12   MF 530-6a		e End Date	Weekdays	Snots/Meek	Rate	Rating					
FOX News   Start Date   End Date   Meekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week	***************************************					***************************************					
Start Date	E 5 4 11/0	5/12 11/05/12	M-F 530-6a	CM-All	530-6a	M	:30	1 \$300.002	0.00 NM	1	\$300.00
Start Date   End Date   Week 17/05/12   11/11/12   M-F-6-7a   CM-All 6-7a   -T 30   1 \$1,000.0	EOY Nous		M-F 530-6a								
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The color of the	_	e End Date	Weekdays	Spots/Week	Rate	Rating					
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568689 Flight Dates 10/30/12-11/05/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/15/12/ 08/15/12

Order Sep 00:15:00

Ln C	h Stan	t End	Inventory Code	Prople	Stort/End	Firms Davis	l O	1 -	D , m,	<b>.</b>	Tot	
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E 18	4 10/30/	12 10/30/12	•	CM-AII	5-6p	-T	:30	1 \$	\$1,000.00 1	0.00 NM	1	\$1,000.00
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E 19	4 10/31/	12 10/31/12	M-F 5-6p	CM-All	5-530p	W	:30	1 \$	51,000.001	0.00 NM	1	\$1,000.00
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		,,,,,,,,	5-530p	OM 7 til	(5:00 PM-5:3	•	.50	1 4	1,000.001	U.UU NIVI	1	\$1,000.00
Nev					,	,						
1521	Start Date	End Date		Spots/Week		Rating						
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E21 4	4 11/02/	12 11/02/12	M-F 5-6p 5-530p	CM-AII	5-530p (5:00 PM-5:3	F	:30	1 \$	1,000.001	0.00 NM	1	\$1,000.00
Nev	vs		3-330p		(0.00 FIVI-0.3	O PIVI)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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Nev	160		5-530p		(5:00 PM-5:3	0 PM)				l		
1467	Start Date	End Date	Weekdays	Spots/Week	Rate	Dotina						
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E 23	10/30/1	12 10/30/12	M-F 5-6p		530-6p	-T	:30	1 \$	1,000.001	0.00 NM	1	\$1,000.00
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L 4 4	10/01/1	10101112	530-6p		530-6p (5:30 PM-6:0	W O PM\	:30	1 \$	1,000.00 1	0.00 NM	1	\$1,000.00
New	/s		<b>-</b> -		(0.00 ; IVI"O.0	O + 1911)						
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Flight Dates 10/30/12-11/05/12

Hiatus Dates

<u>Original Date / Revision</u> 08/15/12/ 08/15/12

Order Sep 00:15:00

Print Date: 08/15/12

Ln (	Ch	Start	End	Inventory Code	Break	Start/End *	Гime Days	Len Sp	ote Poto Bri	Rtg Type	Tota	MARKET .
E 24			2 10/31/12			530-6p		· · · · · · · · · · · · · · · · · · ·			opois	Amount
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Ni	ews	. D - t -	F - 1 5 (							1		
Wee	<u>Star</u> k: 10/2	t <u>Date</u> 9/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$1,000.00	Rating 0.00					
E 25	4	11/01/1	2 11/01/12	M-F 5-6p	CM-All	530-6p	T	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
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Ne	9W\$	Doto	Pad Data	144	0 ( 0.00	re						
\//ee	<u>ાસા</u> k: 10/2	t <u>Date</u>	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
E 26			2 11/02/12			530-6p		.20	4 #4 000 004	~ ~ ~		
20	•	. I/OL/ I	L 11/02/12	530-6p	CIVITALI	(5:30 PM-6:	•	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
Ne	ews					(0.001 111 0.	20 1 111)				•	
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Wee	k: 10/2		11/04/12	F	1	\$1,000.00	0.00					
E 27	4	11/05/1	2 11/05/12	•	CM-All	530-6p	М	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
Nie				530-6p		(5:30 PM-6:	00 PM)					
NE	ews Stort	Date	End Data	Manledova	On sta 881 mile	D	<b>.</b>					
Wee	<u>عامان</u> 11/0 k:		End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u>	Rating					
E 28			2 10/30/12	M-F 6-630p		\$1,000.00 6-630p	0.00 -T		4 64 446 654			
2.0	7	10/00/12	£ 10/50/12	M-F 6-630p	- CM-AII	0-030p	-	:30	1 \$1,440.001	0.00 NM	4	\$1,440.00
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	Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Wee	k: 10/2	9/12	11/04/12	-T	1	\$1,440.00	0.00					
E 29	4	10/31/12	2 10/31/12	M-F 6-630p	CM-AII	6-630p	W	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
				M-F 6-630p								•
Ne	WS	Data	m1 D-1-	1841	0							
Wee!	<u>3tan</u> k: 10/29	<u>Date</u>	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u>	Rating			Ī		
E 30			2 11/01/12			\$1,440.00	0.00	~~				
L 00	mt.	1 1/0 1/ 12	2 11/01/12	M-F 6-630p	GW-AII	6-630p	T	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
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	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Weel	c: 10/29	9/12	11/04/12	T	1	\$1,440.00	0.00					
E 31	4	11/02/12	2 11/02/12	M-F 6-630p	CM-All	6-630p	F	:30	1 \$1,440.001	0.00 NM	1	\$1,440,00
<b>.</b>				M-F 6-630p								,
Ne		D-1-	Ford Date	1841-4								
امم//	<u>عدد 50/29</u> 10/29 c:		End Date 11/04/12	<u>Weekdays</u> F	Spots/Week	Rate	Rating					
	******			M-F 6-630p		\$1,440.00	0.00					
L 02	т	11/03/12	11/03/12	M-F 6-630p	CM-AII	6-630p	M	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
Ne	WS			т о осор								
	Start	<u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	c: 11/05	/12	11/11/12	M	1	\$1,440.00	0.00			İ		
E 33	4 1	0/30/12	10/30/12	M-F 9-10p	CM-AII	9-930p	-T	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
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Ne		Date:	E-16	1671. 2.								
Mac	<u>Start</u> 10/29::		End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week	Rate	Rating					
E 34						\$1,800.00	0.00		4 44 665 55			
⊏ 34	re	0/31/12	10/31/12	M-F 9-10p 9-930p	CM-All	•	W	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
Ne	<b>N</b> S			0-300p		(9:00 PM-9:3	O FIVI)					
										ā		

Page 5 of 5

568689

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Contract / Revision

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2134

Ln	Ch	Start	End	Inventory Code	Break	Start/Find <sup>-</sup>	Time Days	len S	pots Rate P	i Rtg Type	Tota	als Amount
E 34	4	10/31/1	2 10/31/12	M-F 9-10p		9-930p	W			****	··	
0→	4	10/01/1	2 10/01/12	9-930p	CIVI-AII	9-930p (9:00 PM-9:		:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
1	Vews			5 556р		(3.001 101-3.	SQ FIVI)			1		
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We	ek: 10/		11/04/12	W		\$1,800.00	0.00					
E 35	4	11/01/1	2 11/01/12	M-F 9-10p		9-930p	T	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
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١	Vews			•		•	•					
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
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E 36	4	11/02/1	2 11/02/12	M-F 9-10p	CM-A!I	9-930p	~F	:30	1 \$1,800,001	0.00 NM	1	\$1,800.00
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Î	lews									j		
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
*****	ek: 10/		11/04/12	F	1	\$1,800.00	0.00					
E 37	4	11/05/1	2 11/05/12	M-F 9-10p		9-930p	M	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
				9-930p		(9:00 PM-9:0	30 PM)			ı		
P	lews											
		rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
	ek: 11/		11/11/12	М		\$1,800.00	0.00					
E 38	4	11/03/1	2 11/03/12		CM-AII	Sa 7-9a	S-	:30	1 \$800.001	0.00 NM	1	\$800.00
	tassia.			Sa 7- <del>9</del> a						1		
Į,	lews	-4 P-1-	E-ID-I	1411-1		<b></b> .						
-141	<u>5ta</u> ek: 10/	rt Date	<u>End Date</u> 11/04/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u>	Rating					
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E 39	4	11/04/1	2 11/04/12		CM-All	5-6p	S	:30	1 \$375.00 1	0.00 NM	1	\$375.00
	lews			Su 5-6p								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Datia					
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£ 40	7	1 1/04/12	⊆ 11/U <del>*/</del> /1∠	Su 9-10p Su 9-10p	CIVI-AII	a-10h	5	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
N	lews			Ou a-top								
·		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
We	ek: 10/2		11/04/12	S		\$1,800.00	0.00					
**************	**************		*******************************							Tatala		14 450 00

Totals 40 \$41,450.00